



Analyzing the Attitudes of the Market Segments

Bubble charts (at right) are used to compare the market segments with each other through the lens of two TOD attributes at a time. Each bubble is a market segment, and each axis is a TOD attribute. The position of each bubble on the chart tells us whether that segment has a high or low appreciation for the two attributes. For example, in the Travel Minimization vs. School Quality chart, Auto-Oriented, Price-Conscious is located in the bottom-left quadrant — in the 'low' area for driving orientation and in the 'low' area for

travel minimization — telling us that they place low value on both of these attributes. In contrast, Ambitious Urbanites are in the top right quadrant — placing high value on travel minimization and high value on driving orientation. Using these bubble charts we can isolate two TOD attributes and see how the different segments view them. Note that the sizes of the bubbles vary slightly, and their areas represent the size of the segment in terms of population.

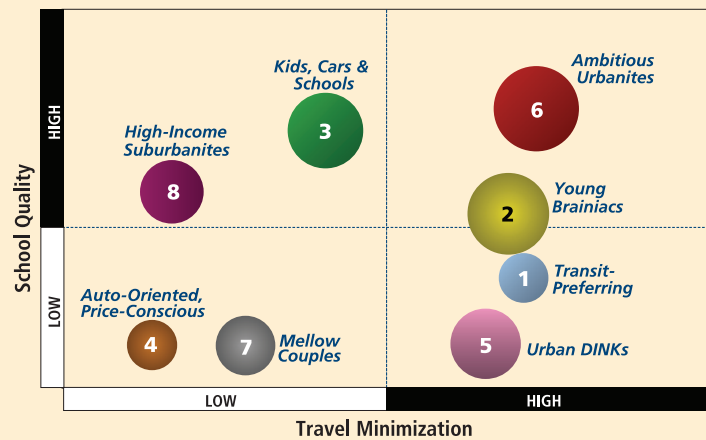
Presented at right are the relative interests of the market segments for certain tradeoffs, specifically:

- Travel Minimization vs. Driving Orientation
- Travel Minimization vs. School Quality
- Transit Accessibility vs. Regional Centers/San Francisco Access
- Transit Accessibility vs. Neighborhood Quiet

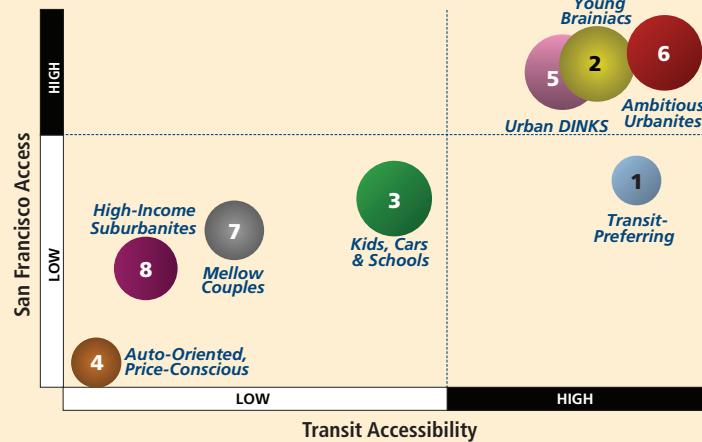
This study's technical papers include additional information about the key attitudes of the market segments, including follow-up survey information for certain segments and approaches to attracting various market segments.



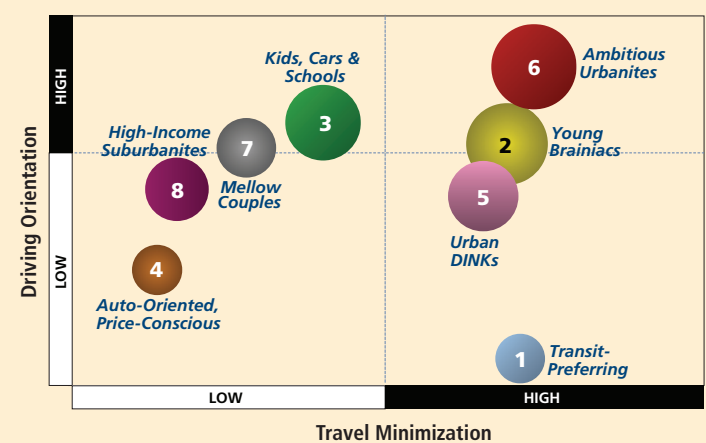
Travel Minimization vs. School Quality



Transit Accessibility vs. Regional Center/SF Access



Travel Minimization vs. Driving Orientation



Transit Accessibility vs. Neighborhood Quiet

